



BY APPOINTMENT



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# *Catalogue of Instruments*

## THE NEW GRAMOPHONE

SIR EDWARD ELGAR, O.M.  
says

'THE MOST IMPORTANT INVENTION  
IN THE HISTORY OF THE GRAMOPHONE'

THE GRAMOPHONE COMPANY LIMITED



# THE NEW "His Master's Voice" INSTRUMENT

FOR over 25 years "His Master's Voice" has been the accepted standard of gramophone excellence. Indeed, the standard obtained had become so high that further advance seemed impossible until certain problems had been overcome.

THESE PROBLEMS HAVE NOW BEEN SOLVED, AND THE NEW "HIS MASTER'S VOICE" INSTRUMENT EMBODIES ENTIRELY NEW DISCOVERIES RELATING TO SOUND AMPLIFICATION.

Hitherto the reproduction of treble notes (high frequency vibrations) has been almost too prominent, while the bass register (low frequency vibrations) has been correspondingly weak, the result being lack of balance.

To adjust this balance and give a reproduction in which both bass and treble have their true relation, as in the actual performances, is the problem that has been dealt with so successfully by our Research Department.





## THE *NEW* GRAMOPHONE



*Turntable of the New Gramophone, showing the new design Tone Arm and Sound Box. It will be seen how comparatively slight is the external difference*

Externally, and in manipulation, the New Gramophone is similar to the standard "His Master's Voice" Instrument. The secret of the amazing realism of its reproduction is the design of the special tone chamber, taper arm and a new type of sound box. The New Gramophone not only gives equal prominence to all sections of the scale from the low bass to the high treble, but it also reproduces details of orchestration that were formerly unheard. The tone is richer, rounder, and more true to the original than has ever before been heard from a Gramophone. Surface noise is practically eliminated.

In quality and workmanship the New Gramophone upholds the high tradition of all products bearing "His Master's Voice" Trade Mark. It is "all-British," the entire work in connection with it being carried out at The Gramophone Company's factories at Hayes, Middlesex.

You should take the earliest opportunity of hearing the New Gramophone, when you will agree that this great invention has to-day achieved the ideal of what a gramophone should be.

***Listen for the Bass!***



# THE *NEW* GRAMOPHONE



## Model 101

(PORTABLE)



Height (closed)  $11\frac{1}{4}$  in.

Width . . .  $5\frac{3}{8}$  in.

Length . . .  $16\frac{1}{4}$  in.

Fittings : Nickel-Plated  
and Enamel

SIR EDWARD ELGAR, O.M., says : "The most important invention in the history of the Gramophone."

### MODEL 101

PORTABLE

£7 : 0 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Cabinet of light construction, covered with black leather waterproof cloth, fitted with leather carrying handle and metal corners. Equipped with single spring motor, 10 in. turntable, playing records up to 12 in. in diameter, graduated speed regulator. Self-closing needle container for two kinds of needles.

*Provision is made for carrying 6 records in lid.*



# THE *NEW* GRAMOPHONE



## Model 103



Height	.	.	.	.	.	12½ in.
Width	.	.	.	.	.	15½ in.
Depth	.	.	.	.	.	18½ in.

*Internal Fittings : Nickel-Plated and Enamel*  
*External Fittings : Oxidised*

**SIR LANDON RONALD** says : "The most amazing tone of any Gramophone I have ever heard."

### MODEL 103

#### TABLE GRAND

*Mahogany*

£8 : 10 : 0

*Oak*

£7 : 10 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Wax Finish Oak Cabinet, single spring motor, 10 in. turntable, playing 10 in. and 12 in. records, graduated speed regulator. Needle bowls for new and used needles.

*Also made in Mahogany.*





# THE *NEW* GRAMOPHONE



## Model 109



Height	.	.	.	.	.	.	13 $\frac{1}{4}$ in.
Width	.	.	.	.	.	.	15 in.
Depth	.	.	.	.	.	.	18 $\frac{1}{4}$ in.

*Internal Fittings : Nickel-Plated and Enamel*  
*External Fittings : Oxidised*

**ALBERT COATES** says : "Most remarkable in its faithful reproduction."

**MODEL 109**  
**TABLE GRAND**  
*Mahogany*  
**£12 : 0 : 0**  
*Oak*  
**£10 : 10 : 0**

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Satin Finish Mahogany Cabinet. Sunk needle bowls for new and used needles. Double spring motor, 10 in. turntable playing records up to 12 in. in diameter, automatic brake, speed indicator and regulator.

*Also made in Oak.*



# THE *NEW* GRAMOPHONE



## Model 111



Height . . . . . 13½ in.  
 Width . . . . . 15½ in.  
 Depth . . . . . 19 in

*Internal Fittings : Nickel-Plated and Enamel*  
*External Fittings : Oxidised*

**EUGENE GOOSSENS** says: "A prodigious achievement  
 in quality and volume."

**MODEL 111**  
**TABLE GRAND**  
*Mahogany*  
**£16 : 0 : 0**  
*Oak*  
**£14 : 0 : 0**

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet. Sunk needle bowls for new and used needles. Automatic lid stay fitted to lid, enabling it to be fixed into position and released by using one hand only. Double spring motor, 10 in. turntable playing records up to 12 in. in diameter, automatic brake, speed regulator and automatic speed indicator.

*Also made in Oak.*



# THE *NEW* GRAMOPHONE



## Model 126



Height	.	.	.	.	.	.	14½ in.
Width	.	.	.	.	.	.	17 in.
Depth	.	.	.	.	.	.	20½ in.

*Internal Fittings : Nickel-Plated and Enamel*  
*External Fittings : Oxidised*

**SIR EDWARD ELGAR, O.M.,** says : "The most important invention in the history of the Gramophone."

### MODEL 126

#### TABLE GRAND

*Mahogany*

£20 : 0 : 0

*Oak*

£18 : 0 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet. Sunk needle bowls for new and used needles. Automatic lid stay fitted to lid, enabling it to be fixed into position and released by using one hand only. Double spring motor, 12 in. turntable, automatic brake and speed regulator, automatic speed indicator.

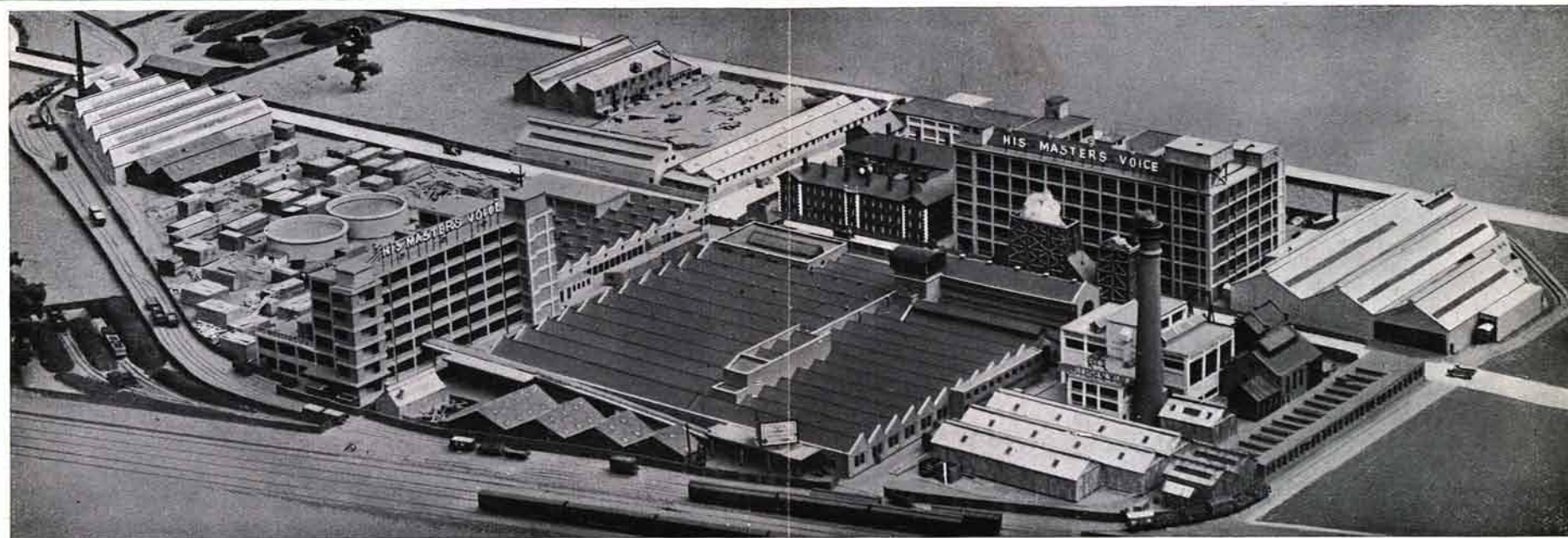
*Also made in Oak.*





# The Home of the Gramophone

WHERE THE NEW GRAMOPHONE IS MADE



**T**HE GRAMOPHONE COMPANY, Ltd., is a British Company incorporated in 1900. Its factories at Hayes, Middlesex, are the largest talking-machine factories in Europe. They are the only British factories equipped for the complete production of Gramophones and Records. The Gramophone Company does not have its cabinets, spring motors or other essential parts made outside—it makes its own.







# THE *NEW* GRAMOPHONE



## Model 161



Height 38½ in.

Width 18½ in.

Depth 20¼ in.

*Internal Fittings:*

*Nickel-Plated  
and Enamel*

*External*

*Fittings:*

*Oxidised*

**SIR LANDON RONALD** says: "The most amazing tone of any Gramophone I have ever heard."

### MODEL 161

#### CABINET GRAND

*Mahogany*

£30 : 0 : 0

*Oak*

£25 : 0 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet. Lid lock and key. Needle bowls for new and used needles. Record storing chamber. Automatic lid stay fitted to lid, enabling it to be fixed in position and released by using one hand only. Double spring motor, new style, 12 in. turntable, automatic brake and speed regulator, automatic speed indicator.

*Also made in Oak.*





# THE *NEW* GRAMOPHONE



## Model 171



Height  $40\frac{3}{4}$  in.

Width  $19\frac{3}{4}$  in.

Depth  $21\frac{1}{8}$  in.

*Internal Fittings:*  
*Nickle-Plated*  
*and Enamel*

*External*  
*Fittings:*  
*Oxidised*

**ALBERT COATES** says: "Most remarkable in its faithful reproduction."

**MODEL 171**  
**CABINET GRAND**

*Mahogany*

**£37 : 0 : 0**

*Oak*

**£32 : 0 : 0**

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet. Lid lock and key. Needle bowls for new and used needles. Record storing chamber. Automatic lid stay fitted to lid, enabling it to be fixed in position and released by using one hand only. Double spring motor, 12 in. turntable, automatic brake and speed regulator, automatic speed indicator.

*Also made in Oak.*



# THE *NEW* GRAMOPHONE



## Model 181



Height 43 in.

Width 21 in.

Depth 22 $\frac{3}{4}$  in.

*Internal Fittings:*

*Nickel-Plated  
and Enamel*

*External*

*Fittings:  
Oxidised*

**EUGENE GOOSSENS** says : "A prodigious achievement  
in quality and volume."

**MODEL 181**  
**CABINET GRAND**

*Mahogany*

**£45 : 0 : 0**

*Oak*

**£40 : 0 : 0**

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet. Lid lock and key. Needle bowls for new and used needles. Automatic lid stay fitted to lid, enabling it to be fixed into position and released by using one hand only. Record index book. Record storing chamber. Quadruple spring motor, 12 in. turntable, automatic brake and speed regulator, automatic speed indicator.

*Also made in Oak.*





# THE *NEW* GRAMOPHONE



## Models 201 and 211



Height 47½ in.

Width 22 in.

Depth 24 in.

*Fittings :  
Gold-Plated  
and  
Enamel*

**SIR EDWARD ELGAR, O.M.,** says : " The most important invention in the history of the Gramophone."

### **MODEL 201 (Spring)**

#### **CABINET GRAND**

*Mahog.* £85 : 0 : 0

*Oak* £70 : 0 : 0

### **MODEL 211 (Electric)**

*Mahog.* £110 : 0 : 0

*Oak* £95 : 0 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet with bowed sides and front. Needle bowls for new and used needles. Record index book. Record storing chamber. Locks fitted both to lid and to doors of record storing chamber. Quadruple spring motor, 12 in. turntable, automatic brake and speed regulator, automatic speed indicator.

*Also made in Oak.*

*This Model is also Manufactured with Electric Equipment.*



# THE *NEW* GRAMOPHONE



## Model 511



Height 43 in.

Width 21½ in.

Depth 23½ in.

*Internal Fittings:*  
Gold-Plated and  
Enamel

*External Fittings:*  
Oxidised

**SIR LANDON RONALD** says: "The most amazing tone of any Gramophone I have ever heard."

### MODEL 511 (Spring)

#### CABINET GRAND

Mahog. £50 : 0 : 0

Oak £45 : 0 : 0

### MODEL 511 (Electric)

Mahog. £75 : 0 : 0

Oak £70 : 0 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet of unique design. Fitted with two needle bowls for new and one for used needles. Quadruple spring motor, 12in. turntable. Automatic brake and speed regulator, automatic speed indicator. Record index book.

*Also made in Oak.*

*This Model is also Manufactured with Electric Equipment.*





# THE *NEW* GRAMOPHONE



## Model 251



Height 35 in.      Width 29 in.      Depth 20 in.  
*Internal Fittings : Nickel-Plated and Enamel      External Fittings : Oxidised*

**ALBERT COATES** says : " Most remarkable in its faithful reproduction."

### MODEL 251 (Spring)

#### HORIZONTAL GRAND

*Mahog.*    £35 : 0 : 0

*Oak*        £30 : 0 : 0

### MODEL 251 (Electric)

*Mahog.*    £57 : 0 : 0

*Oak*        £52 : 0 : 0

New Type Internal Horn, New Type Amplifying Tone Arm with Ball-bearing Socket, 'His Master's Voice' No. 4 Sound Box, which is also entirely new in design. Best Satin Finish Mahogany Cabinet. Needle bowls for new and used needles. Automatic lid stay fitted to lid, enabling it to be fitted into position and released by using one hand only. Record storing chamber. Lock fitted to lid. Double spring motor, 12 in. turntable, automatic brake, speed regulator and automatic speed indicator.

*Also made in Oak.*

*This Model is also Manufactured with Electric Equipment.*



## "His Master's Voice" Records



**T**HE repertoire of "His Master's Voice" records is so wide yet so exclusive that it offers music lovers of every degree an unrivalled choice:

OPERA                      BALLADS                      CHAMBER MUSIC  
FOLK MUSIC              SYMPHONIES              ORATORIO  
CHILDREN'S RECORDS AND RECORDS OF  
HISTORICAL INTEREST

A few of the world-famous artists who record exclusively for "His Master's Voice":

TETRAZZINI	MELBA	GALLI-CURCI
JERITZA	DAL MONTE	CARUSO
MARTINELLI	GIGLI	HISLOP
CHALIAPINE	RUFFO	ANSSEAU
JOURNET	PADEREWSKI	PACHMANN
RACHMANINOFF	CORTOT	HEIFETZ
KREISLER	ELMAN	THIBAUD

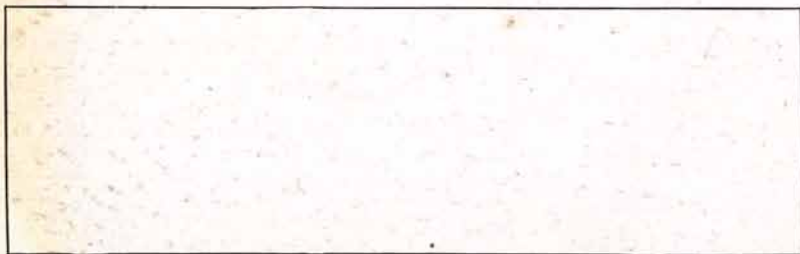
FLONZALEY QUARTET              VIRTUOSO QUARTET  
CATTERALL QUARTET

At your leisure you can hear the world's greatest artists as vividly as if they were themselves present. Insist on

GREATEST  
ARTISTS!

"His Master's Voice"

FINEST  
RECORDING!



THE GRAMOPHONE COMPANY, LTD., LONDON, W 1.



BY APPOINTMENT TO  
H.M. THE QUEEN.



BY APPOINTMENT TO  
H.M. QUEEN ALEXANDRA.



£6 : 10 : 0



THE LATEST  
**"His Master's Voice"**  
Portable Gramophone

*The Prices given herein do not apply to the Irish Free State, for which special lists are issued.*





BY APPOINTMENT  
TO H.M. THE QUEEN



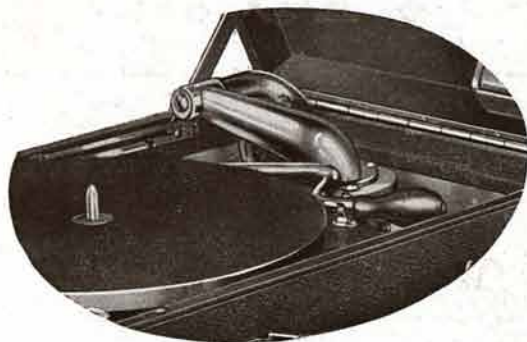
BY APPOINTMENT  
TO H.M. QUEEN ALEXANDRA

## "His Master's Voice" PORTABLE MODEL

Cabinet of light construction, covered with black leather waterproof cloth, fitted with leather carrying handle and metal corners. Length 16½ in., width 5½ in., height 11¼ in., when closed for carrying. Equipped with 1 in. single spring motor, 10 in. turntable, playing records up to 12 in. in diameter. Speed indicator plate and regulator, self-closing needle container for two kinds of needles. "His Master's Voice" ball-bearing tapering tone-arm fitted with raising and lowering device, and 'gooseneck.' "His Master's Voice" 'Exhibition' Sound-Box.

*Provision is made for carrying 6 records in lid.*

PRICE - £6 : 10 : 0



The above illustration shows the position of the tone-arm, sound-box, and winding key when the instrument is closed for carrying.



IN USE



## A CARRYING CASE THAT IS UNIQUE

"HIS MASTER'S VOICE" METAL CARRYING CASE has been designed to meet the demand for one that is neither heavy nor cumbersome, yet at the same time is durable, rainproof and reasonable in price.

This black metal case is exceedingly neat in appearance, and will accommodate 20 10in. or 12in. records. An important and exclusive feature is the metal partition (see illustration above) on each side of which 10 indexed record envelopes are placed, facing the dividing plate. Records can thus be found instantly, without "shuffling" through the lot. The dividing plate distributes the weight and prevents records jamming at hinge when case is open. A comfortable leather handle and a strong spring clip fastener are fitted.

PRICE

£1 : 2 : 6





BY APPOINTMENT TO  
H.M. THE QUEEN.



BY APPOINTMENT TO  
H.M. QUEEN ALEXANDRA.

# "His Master's Voice"

## Model No. 460

(TABLE GRAND)

### SPECIFICATION

Best Wax Finish Oak Cabinet of new and unique design; height 11 in., width 17½ in., depth 22½ in.; internal fittings gold plated and enamelled, external fittings oxidized. Fitted with two needle bowls for new and one for used needles. Double 1½ in. spring motor, improved style; 12 in. turntable, special semi-automatic brake; special regulator with automatic speed indicator and 14 in. Pleated Diaphragm. *(Also made in Mahogany.)*



Price :

OAK	-	-	£17 10 0
MAHOGANY			£20 0 0

*No Sound Box, Tone Arm or Horn*

THE GRAMOPHONE CO., LTD., London, W.1

[P.T.O.]





BY APPOINTMENT TO  
H.M. THE QUEEN.



BY APPOINTMENT TO  
H.M. QUEEN ALEXANDRA.

# "His Master's Voice"

## Model No. 510 (CABINET GRAND)

### SPECIFICATION

Best Satin Finish Mahogany Cabinet of new and unique design; height 43 in., width 21½ in., depth 23½ in.: internal fittings gold plated and enamelled, external fittings oxidized. Fitted with two needle bowls for new and one for used needles. Quadruple 1½ in. spring motor, improved style; 12 in. turntable. Special semi-automatic brake; special regulator with automatic speed indicator and 14 in. Pleated Diaphragm. It is also provided with a record index book and storage chamber capable of containing 72 records. (Also made in Oak.)

#### Price :

MAHOGANY - £45 0 0

OAK - - £40 0 0

#### With Electric Equipment :

MAHOGANY - £70 0 0

OAK - - £65 0 0



*"With the Pleated Diaphragm"*

THE GRAMOPHONE CO., LTD., London, W.1

P.T.O.

The above prices do not apply to the Irish Free State



BY APPOINTMENT TO  
H.M. THE QUEEN.



BY APPOINTMENT TO  
H.M. QUEEN ALEXANDRA.

# "His Master's Voice"

Model No. 460

(TABLE GRAND)

## SPECIFICATION

Best Wax Finish Oak Cabinet of new and unique design; height 11 in., width 17½ in., depth 22½ in.; internal fittings gold plated and enamelled, external fittings oxidized. Fitted with two needle bowls for new and one for used needles. Double 1¼ in. spring motor, improved style; 12 in. turntable, special semi-automatic brake; special regulator with automatic speed indicator and 14 in. Pleated Diaphragm. (Also made in Mahogany.)



## Price:

OAK	-	-	£22	10	0
MAHOGANY			£25	0	0

*No Sound Box, Tone Arm or Horn*

THE GRAMOPHONE CO., LTD., London, W.1

[P.T.O.]





BY APPOINTMENT TO  
H.M. THE QUEEN.



BY APPOINTMENT TO  
H.M. QUEEN ALEXANDRA.

# "His Master's Voice"

Model No. 510

(CABINET GRAND)

## SPECIFICATION

Best Satin Finish Mahogany Cabinet of new and unique design; height 43 in., width 21½ in., depth 23½ in.: internal fittings gold plated and enamelled, external fittings oxidized. Fitted with two needle bowls for new and one for used needles. Quadruple 1½ in. spring motor, improved style; 12 in. turntable. Special semi-automatic brake; special regulator with automatic speed indicator and 14 in. Pleated Diaphragm. It is also provided with a record index book and storage chamber capable of containing 72 records. (Also made in Oak.)

Price:

**MAHOGANY**

£50 0 0

**OAK**

£45 0 0



*"With the Pleated Diaphragm"*

THE GRAMOPHONE CO., LTD., London, W.1

P.T.O.

The above prices do not apply to the Irish Free State

September 15th, 1925,  
and until further notice.



The prices quoted in this Catalogue are *strictly net*, and subject to no discount whatever. No accredited dealer of the Gramophone Company, Ltd., is authorised to sell any "His Master's Voice" instrument at prices other than those given herein.

## PRICES OF INSTRUMENTS

### HORIZONTAL GRANDS.

No. 265	Mahogany, Electric	...	...	...	£285 0 0
No. 265	Mahogany, Spring	...	...	...	£263 0 0
No. 250	Mahogany, Electric	...	...	...	£251 0 0
No. 250	Mahogany, Spring	...	...	...	£229 0 0
No. 250	Oak, Electric	...	...	...	£246 0 0
No. 250	Oak, Spring	...	...	...	£224 0 0

### CABINET GRANDS.

No. 210	Mahogany, Electric	...	...	...	£100 0 0
No. 210	Oak, Electric	...	...	...	£85 0 0
No. 200	Mahogany	...	...	...	£75 0 0
No. 200	Oak	...	...	...	£60 0 0
No. 180	Mahogany	...	...	...	£39 0 0
No. 180	Oak	...	...	...	£34 0 0
No. 170	Mahogany	...	...	...	£31 0 0
No. 170	Oak	...	...	...	£26 0 0
No. 160	Mahogany	...	...	...	£24 0 0
No. 160	Oak	...	...	...	£19 0 0

### TABLE GRANDS.

No. 125	Mahogany	...	...	...	£17 0 0
No. 125	Oak	...	...	...	£15 0 0
No. 110	Mahogany	...	...	...	£13 0 0
No. 110	Oak	...	...	...	£11 0 0
No. 108	Mahogany	...	...	...	£10 0 0
No. 108	Oak	...	...	...	£8 10 0
No. 107	Mahogany	...	...	...	£7 0 0
No. 107	Oak	...	...	...	£6 0 0
No. 100	"Portable," covered	...	...	...	£6 10 0

### HORNLESS MODELS.

No. 60	Mahogany	...	...	...	£10 10 0
No. 60	Oak	...	...	...	£8 10 0
No. 57	Oak	...	...	...	£5 15 0
No. 55	Nursery Model (White Enamel)	...	...	...	£3 10 0

### SPECIAL HORN GRAND FOR USE IN SCHOOLS.

No. 27	(School Finish)	...	...	...	£12 10 0
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### HORN MODELS.

No. 25	Mahogany	...	...	...	£9 0 0
No. 25	Oak	...	...	...	£8 10 0
No. 22	Mahogany	...	...	...	£7 0 0
No. 20	Mahogany	...	...	...	£5 10 0

### METAL HORNS.

18 inch and 24 inch	...	...	...	...	£1 10 0
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### WOODEN HORNS.

18 inch, Oak or Mahogany	...	...	...	...	£4 10 0
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### FILING CABINET.

No. 3	Mahogany	...	...	...	£20 0 0
No. 3	Oak	...	...	...	£17 0 0

### GRAMOPHONE TABLES.

Oak or Mahogany	...	...	...	...	£3 10 0
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The above prices do not apply to the Irish Free State, for which special lists are issued.

193D/925

THE GRAMOPHONE COMPANY, LTD.



# PRICES of "His Master's Voice" NEW MODELS

Model No.		O = Oak.				M = Mahogany.				Price		
C. 101	PORTABLE	...	...	...	...	...	...	...	...	£7	0	0
103	O	...	...	...	...	...	...	...	...	7	10	0
103	M	...	...	...	...	...	...	...	...	8	10	0
109	O	...	...	...	...	...	...	...	...	10	10	0
109	M	...	...	...	...	...	...	...	...	12	0	0
		TABLE GRANDS										
111	O	...	...	...	...	...	...	...	...	14	0	0
111	M	...	...	...	...	...	...	...	...	16	0	0
126	O	...	...	...	...	...	...	...	...	18	0	0
126	M	...	...	...	...	...	...	...	...	20	0	0
161	O	...	...	...	...	...	...	...	...	25	0	0
161	M	...	...	...	...	...	...	...	...	30	0	0
171	O	...	...	...	...	...	...	...	...	32	0	0
171	M	...	...	...	...	...	...	...	...	37	0	0
181	O	CABINET GRANDS				...	...	...	...	40	0	0
181	M					...	...	...	...	45	0	0
201	O	...	...	...	...	...	...	...	...	70	0	0
201	M	...	...	...	...	...	...	...	...	85	0	0
211	O	...	...	...	...	...	...	...	...	95	0	0
211	M	...	...	...	...	...	...	...	...	110	0	0
511	O (Spring)	...	...	...	...	...	...	...	...	45	0	0
511	M (Spring)	...	...	...	...	...	...	...	...	50	0	0
511	O (Elec.)	...	...	...	...	...	...	...	...	70	0	0
511	M (Elec.)	...	...	...	...	...	...	...	...	75	0	0
251	O (Spring)	HORIZONTAL GRANDS				...	...	...	...	30	0	0
251	M (Spring)					...	...	...	...	35	0	0
251	O (Elec.)					...	...	...	...	52	0	0
251	M (Elec.)					...	...	...	...	57	0	0

WHY THE NEW  
"His Master's Voice"  
Instrument  
*is absolutely supreme*

FOR over 25 years "His Master's Voice" has been the accepted standard of gramophone excellence. Indeed, the standard obtained had become so high that further advance seemed impossible until certain problems had been overcome.

THESE PROBLEMS HAVE NOW BEEN SOLVED, AND THE NEW "HIS MASTER'S VOICE" INSTRUMENT EMBODIES ENTIRELY NEW DISCOVERIES RELATING TO SOUND AMPLIFICATION.



*Turntable of the New Gramophone, showing the new design Tone Arm and Sound Box. It will be seen how comparatively slight is the external difference*

Hitherto the reproduction of treble notes (high frequency vibrations) has been almost too prominent, while the bass register (low frequency vibrations) has been correspondingly weak, the result



being lack of balance. To adjust this balance and give a reproduction in which both bass and treble have their true relation, as in the actual performances, is the problem that has been dealt with so successfully by our Research Department.

Externally, and in manipulation, the New Gramophone is similar to the standard "His Master's Voice" Instrument. The secret of the amazing realism of its reproduction is the design of the special tone chamber, taper arm and a new type of sound box. The New Gramophone not only gives equal prominence to all sections of the scale from the low bass to the high treble, but it also reproduces details of orchestration that were formerly unheard. The tone is richer, rounder, and more true to the original than has ever before been heard from a Gramophone. Surface noise is practically eliminated.

In quality and workmanship the New Gramophone upholds the high tradition of all products bearing "His Master's Voice" Trade Mark. It is "all-British," the entire work in connection with it being carried out at The Gramophone Company's factories at Hayes, Middlesex.

You should take the earliest opportunity of hearing the New Gramophone, when you will agree that this great invention has to-day achieved the ideal of what a gramophone should be.

*Listen for the Bass !*



THE GRAMOPHONE COMPANY, LTD., LONDON, W.1